

What is claimed is:

- 1) A handgrip-holding system, comprising at least one holder for carrying at least one shopping bag, having at least one extended loop handle, comprising, in combination:
 - a) first support means for supporting the at least one shopping bag; and
 - b) second support means for supporting said first support means;
 - c) wherein said first support means comprises,
 - i) substantially horizontal surface means for holding a plurality of the at least one extended loop handles, and
 - ii) transit means for permitting removable transit of the at least one extended loop handles to said substantially horizontal surface means;
 - d) wherein said second support means comprises handle means for permitting substantially full-hand grasping of said second support means; and
 - e) wherein said first support means comprises a concave curve.
- 2) The system according to Claim 1 wherein said first support means comprises centering means for locating the at least one extended loop handle in a substantially vertical line with a gravitational center of said handle means.

- 3) The system according to Claim 1 wherein said concave curve comprises an effective radius of curvature at least as large as a largest radius of an external perimeter of the holder.
- 4) The system according to Claim 1 wherein said transit means comprises vertical blocking means for blocking accidental egress of the at least one extended loop handle.
- 5) The system according to Claim 1 wherein said transit means is located above said vertical blocking means.
- 6) The system according to Claim 1 wherein said at least one first supporter and said at least one second supporter are substantially co-planar.

- 7) A handgrip-holding system, comprising at least one holder for carrying at least one shopping bag, having at least one extended loop handle, comprising, in combination:
- a) at least one first supporter structured and arranged to support the at least one shopping bag; and
 - b) at least one second supporter structured and arranged to support said at least one first supporter;
 - c) wherein said at least one first supporter comprises,
 - i) at least one substantially horizontal surface structured and arranged to hold a plurality of the at least one extended loop handle, and
 - ii) at least one transit structured and arranged to permit removable transit of the at least one extended loop handle to said at least one substantially horizontal surface;
 - d) wherein said at least one second supporter comprises at least one handle structured and arranged to permit substantial full-hand grasping of said second supporter; and
 - e) wherein said at least one first supporter comprises at least one concave curve.

- 8) The system according to Claim 7 wherein said at least one first supporter comprises at least one centerer structured and arranged to locate the at least one extended loop handle in at least one substantially vertical line with at least one gravitational center of said at least one handle.
- 9) The system according to Claim 7 wherein said at least one concave curve comprises an effective radius of curvature at least as large as a largest radius of an external perimeter of the holder.
- 10) The system according to Claim 7 wherein said at least one transit comprises at least one vertical blocker structured and arranged to block accidental egress of the at least one extended loop handle.
- 11) The system according to Claim 10 wherein said transit is located above said at least one vertical blocker.
- 12) The system according to Claim 10 wherein said at least one vertical blocker comprises at least one barbed hook.
- 13) The system according to Claim 11 wherein said at least one vertical blocker comprises at least one barbed hook.
- 14) The system according to Claim 7 wherein said at least one first supporter and said at least one second supporter are substantially co-planar.

- 15) A method of doing business for use with at least one handgrip-holding system, comprising at least one handgrip-holder, having at least one traceable bar-code, for at least one user carrying of at least one shopping bag, having at least one extended loop handle, comprising the steps of:
- a) supplying the at least one user with the at least one handgrip-holder;
 - b) registering the at least one traceable bar-code to the at least one user;
 - c) providing at least one reward to the at least one user for return of the at least one handgrip-holder.
- 16) The method according to Claim 15 further comprising the step of tracking the usage of the at least one handgrip-holder by the at least one user.
- 17) The method according to Claim 15 further comprising the step of providing advertising indicia on said at least one handgrip-holder.
- 18) The method according to Claim 17 wherein said advertising indicia comprises at least one logo.
- 19) The method according to Claim 15 wherein said at least one reward comprises at least one monetary stipend.
- 20) The method according to Claim 18 wherein said at least one reward comprises at least one monetary stipend.